

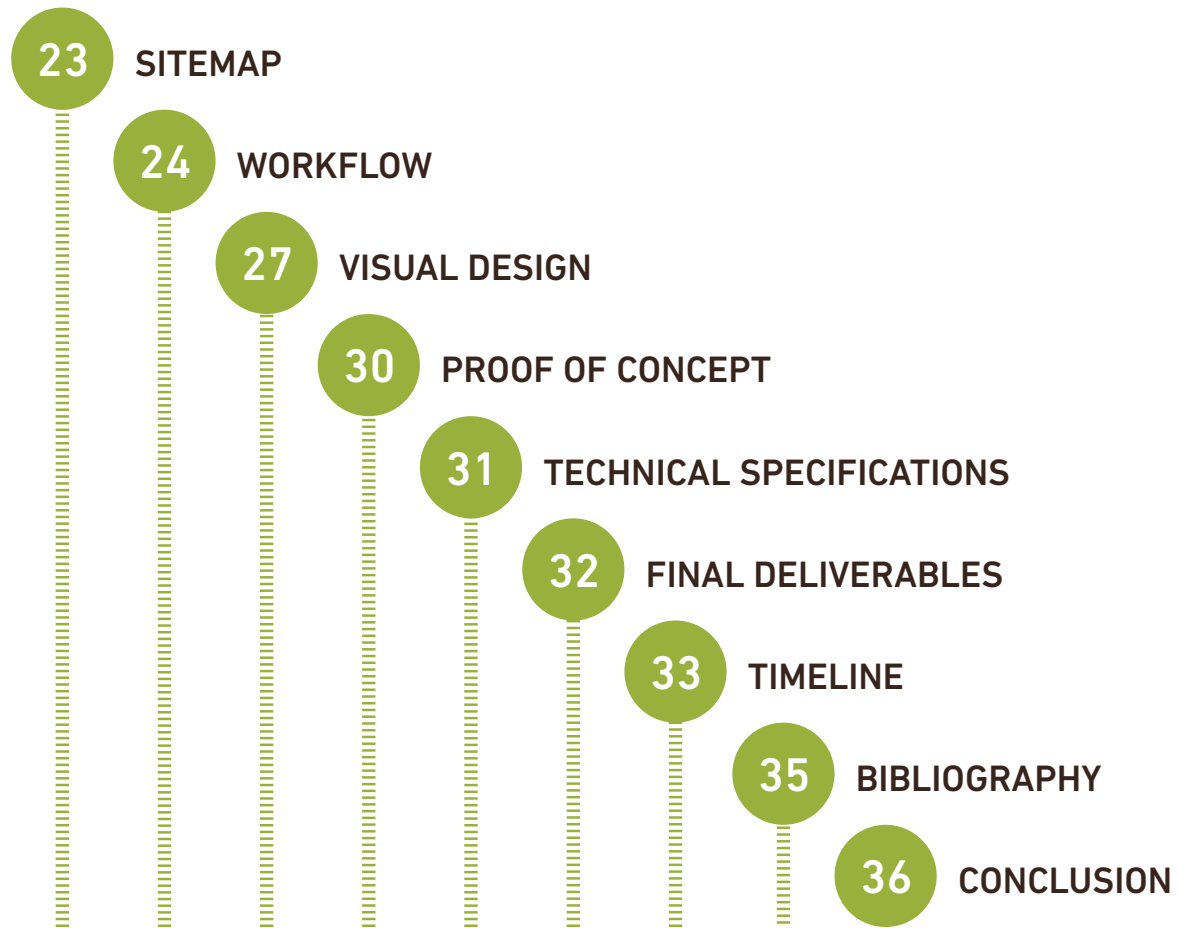


MIDPOINT PROPOSAL BY YU SUN 03651079
ACADEMY OF ART UNIVERSITY,
GRADUATE SCHOOL OF WEB DESIGN & NEW MEDIA

DATA OF PRESENTATION : XX.XX.2014
TIME OF PRESENTATION : XX:00 PM

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A staircase diagram where each step is a green circle containing a page number, followed by the chapter title. Vertical dotted lines extend from each circle down to the baseline.

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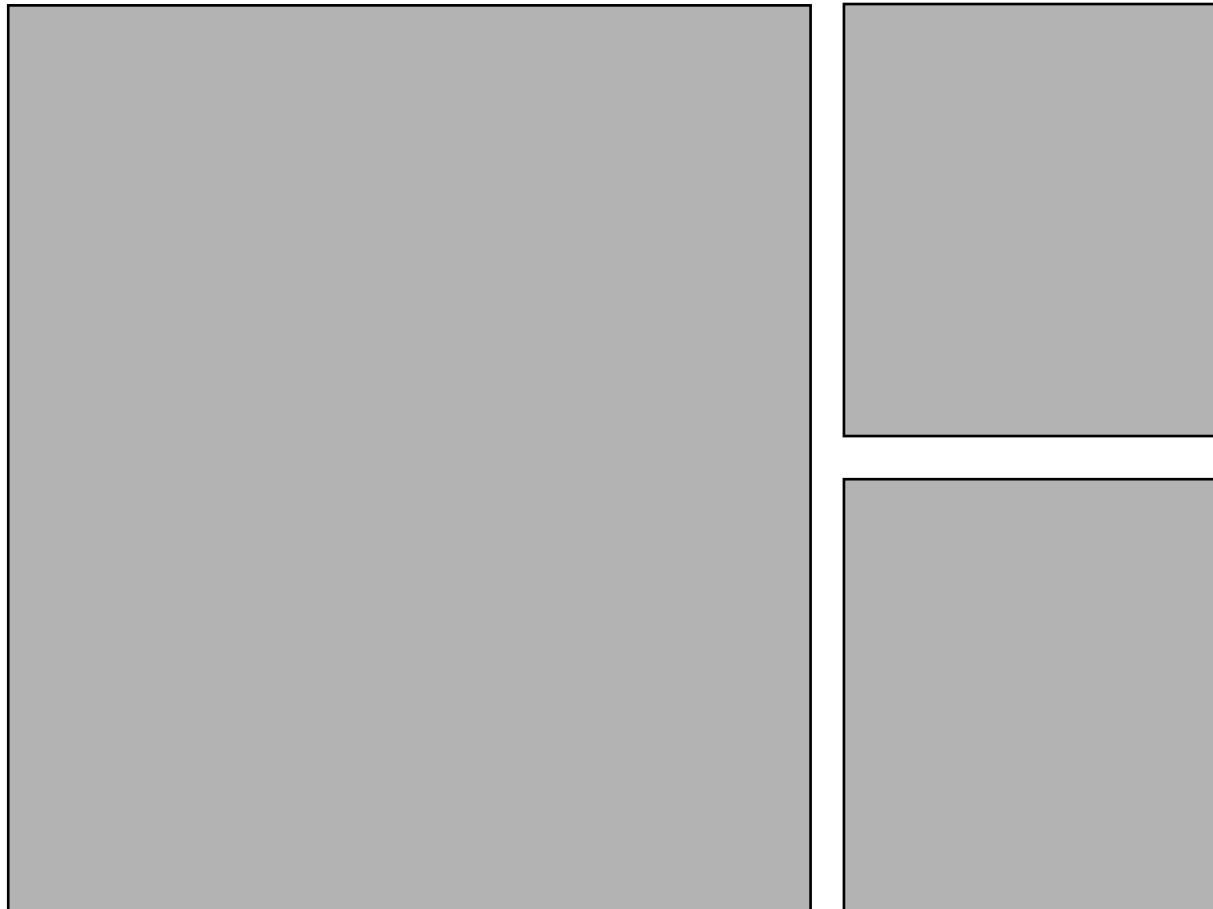
AUTOBIOGRAPHY

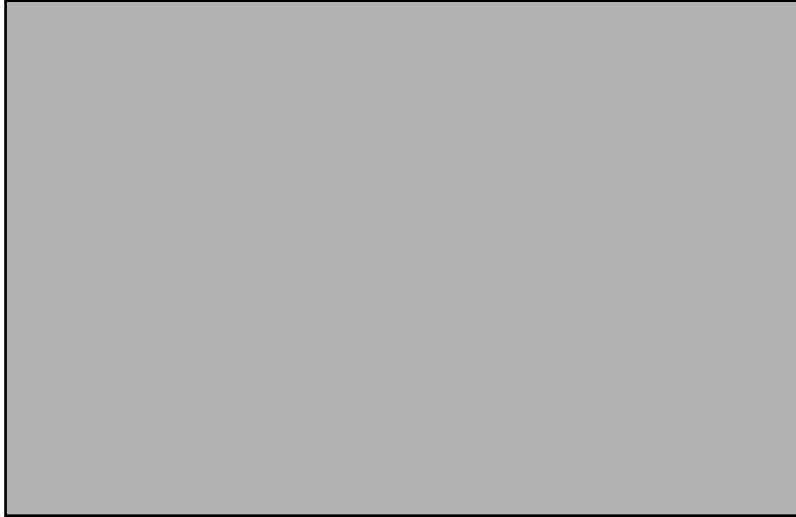


Hello! My name is Yu Sun. I'm from China. I came to San Francisco after I got my bachelor degree in graphic design. I'm currently a Web Design & New Media student of Academy of Art University. This is the fourth semester here. I'm interesting in user experience and user interface especially, and with my graphic design background, I intend to make my work become creative, simple and easy to use.

RESUME

PORTFOLIO





THESIS ABSTRACT

Gardener is a mobile app connected with a plant sensor to customize gardening tutorial for your plants. Gardener collects information of your plants such as soil moisture, temperature, and light intensity, and provides you accurate advice such as the best place for your plant, the right time for watering, how to fertilize and so on. The sensor uploads your plants data to your mobile, you can access your plants' data anytime and anywhere. And with the complete plant library, you can get better understanding of your plants. It is your professional helper for keeping your plant healthy and strong.

Gardener also provides a platform for users to interact with friends and make trades for their harvests.

STATEMENT OF INTEREST

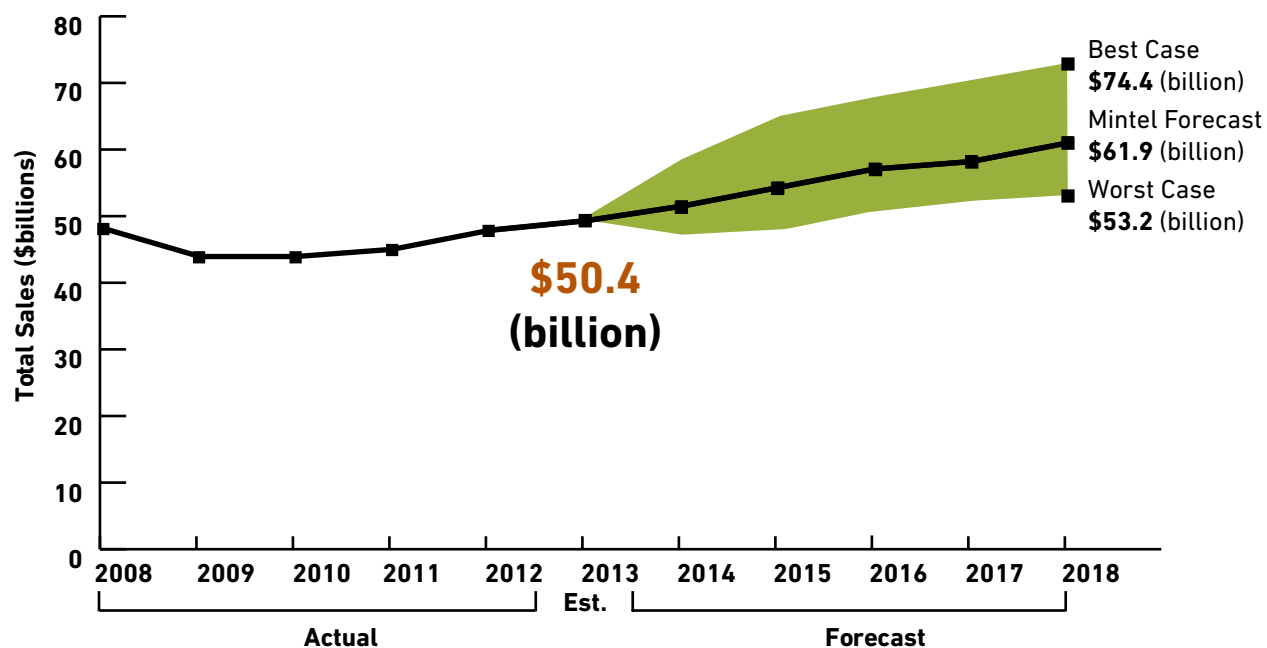
I am a plant lover with less experience and knowledge on plants. I had several plants before, which were quite easy to take care of. But they were died because either I forgot to water or I watered too much. It's difficult to observe the health condition of a plant, and when anything bad is founded, it's always too late to save the plant. That's why I want to develop a tool that can monitor the plants and provide advice to the poor gardener.

INFLUENCES

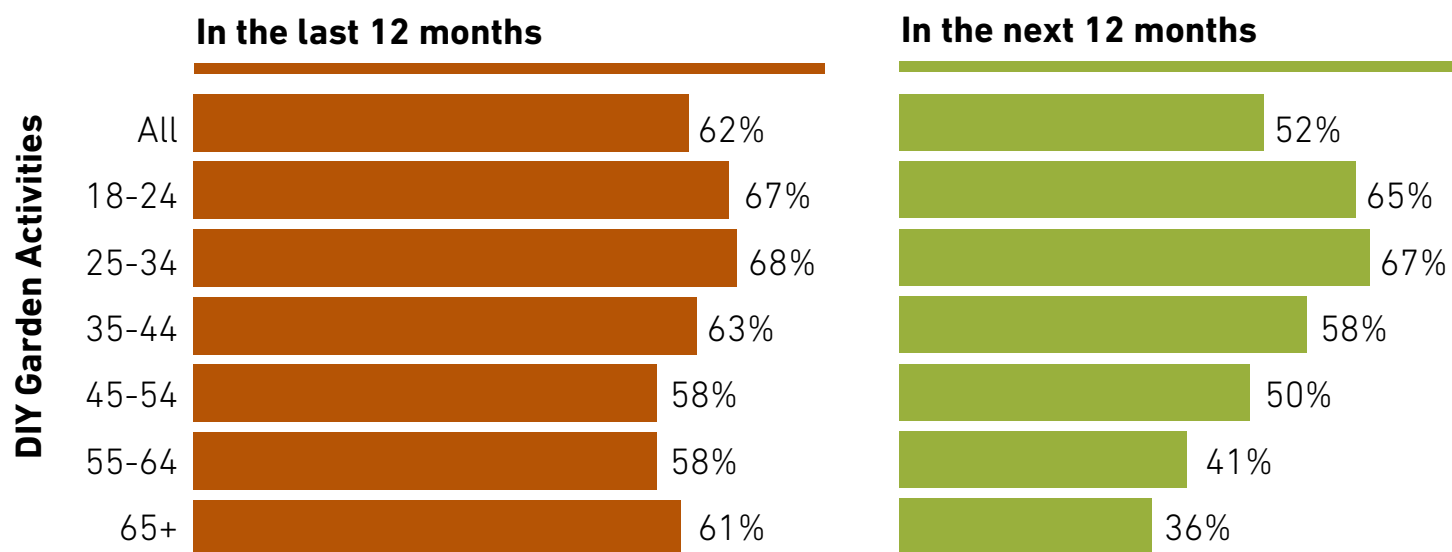
THESIS PROJECT PROPOSAL

MARKET RESEARCH

Upward growth in the lawn and garden market

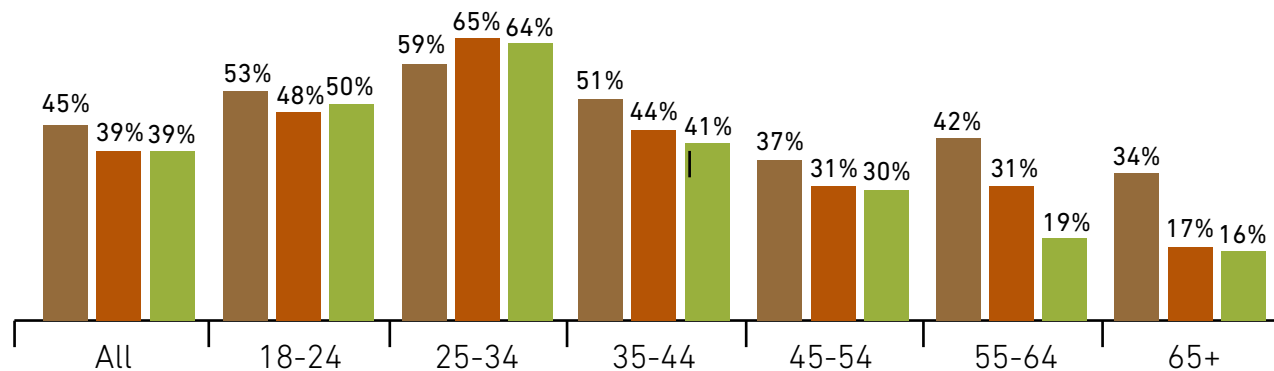


Younger age groups tend to be more active than their older counterparts in DIY for garden projects. Younger consumers may be living in smaller spaces and may not be able to garden to the extent that homeowners, suburbanites, or rural residents can, but their engagement may be encouraged if companies can show that small-scale DIY lawn and gardening activity can be fun, simple, and economical.



“How much do you agree or disagree with the following statements regarding lawn and garden?”

- A gardening club is a good place to share ideas and inspirations.
- I would be interested in attending a workshop at a retailer.
- Social media is a good way to educate myself on gardening.



Problems ?

<i>"I do not find gardening to be enjoyable"</i>	17%
<i>"I cannot afford to spend money on maintaining/improveing my garden"</i>	16%
<i>"I do not have time to care for my garden"</i>	15%
<i>"I do not find gardening to be relaxing"</i>	15%
<i>"I am not interested in investing money in my garden"</i>	11%
<i>"I do not have the right tools/equipment for gardening projects"</i>	10%
<i>"I do not own the home/residence in which I live so I am limited in what I can change"</i>	10%

COMPETITORS

Koubachi



Koubachi is a Wi-Fi connected environmental monitor for indoor plants. It takes all of the heavy lifting out of caring for houseplants. These all-in-one sensors measure light, soil humidity, and soil temperature, and upload the data to the Koubachi Web platform. By specifying which species of plant the unit is observing, the Koubachi site will send you specifically-tailored watering, feeding, and general care instructions by email or SMS.

PROS

You will be able to monitor your plant wherever you can get an internet connection.

One sensor works among multiple plants

CONS

Built-in database of plants is very limited

The initial plant pairing requires a full week in order to conclusively measure the plant's conditions.



Plant Life

Plant Life's intelligent reminders will learn your watering habits, and along with it's already extensive data, provide you with reminders that mean something to you. If you choose to enable the share your plants feature in the app settings, Plant Life will use data from all users with the same plant to provide even more accurate reminders.

PROS

You can share your experience with others. Once you have added a plant to your library, Plant Life will show you who has the oldest plant, how many people own the same plant, as well as many other great features.

CONS

There are a few plants in the database.

The app is slow and crashes a lot.

Parrot Flower Power



It performs many of the same functions as the Kuobachi, but through a dedicated iOS app rather than a web platform. Simply stick it next to a potted plant, choose the correct plant from a database of more than 6,000 species, and wait to be told when to water. The system automatically monitors sunlight, soil moisture, fertilizer, and air temperature levels to keep its charges healthy and happy.

PROS

Real time monitoring. When you are near your Flower Power, you can use Live mode to check the light intensity, ambient temperature and soil humidity.

Database of more than 6000 plants

CONS

No WiFi to push info through to the cloud, bluetooth range was limited.

Phone must be in range <!-- Generator: Adobe Illustrator 17.0.0, SVG Export Plug-In -->

COMPETITIVE ANALYSIS

	Gardener	Kuobachi	Parrot	Plant Life
Plant Sensor	●	●	●	
Water Control	●	●	●	●
Temperature Monitor	●	●	●	
Light Advice	●	●	●	
Real-time Graphic	●		●	
Plant Library	●		●	●
Health Clinic	●			●
Social Fun	●			●

TARGET AUDIENCE

My target audience will be **18 to 34 years old, male and female, who are receptive to the idea of gardening**, though they are hampered by time, money, and space constraints. These young adults are tech-savvy, willing to choose healthy life and purchase organic food. They want to DIY their small-scale, multipurpose, and stylish garden but have poor gardening skill. They also want to eat healthier and save money from their own edible home garden products.

USER PERSONAS

Persona 1

"I want to raise some flowers in my apartment's balcony."

Sean

31 years old

Freelancer Photographer

BFA in Photography

San Francisco, CA

Background:

Sean is a full-time freelancer photographer lives in a small apartment in San francisco. His working focus on news documentary photos, so he spent half of his time walking around the city. He has a small sunny balcony in his apartment, where he enjoys reading and organizing his photos. Sean wants to beautify his balcony by raising some easy-caring flowers, but he has less experience and knowledge on it.

Needs:

A user-friendly web-application that teaches him how to raise his flowers

A reminder that notices him time to water, fertilize, and temperature control

Goals:

To raise his flower in a right way

To manage his plants efficiently and on time

Task Flow:

ear P an rar

e or P an

P an ro n o

er are e n er

Persona 2

"I'd like to have a self-plant mint tea in the afternnon."



Cathrin

27 years old
Marketing Assistant
Bachelor Degree
Berkeley, CA

Background:

Cathrin works as a marketing assistant in a small company. Her work is quite easy, and her colleagues are easy to work along. There is a trend to grow edible garden products such as strawberries, blueberries or peppermint among her colleagues. Cathrin grows mint on her desk. She and her colleagues want to have a tool to share their planting progress through social network.

Needs:

A user-friendly web-application that records the growth of the palnt
A tool that can update the plant progress in social network and interact with friends

Goals:

To record her mint's growth progress
To interact with friends

Task Flow:

Record Plant

Share to Social Network

Follow Friends

Launch a Competition

Persona 3

"I want to trade my tomatoes for some fresh pears."



Laurel
32 years old
Housewife
& Part-time Piano Teacher
San Jose, CA

Background:

Laurel is a housewife lives in San Jose. She is also a piano teacher in part-time. She and her husband have a house with a small backyard. They have two children and a dog. Laurel takes care of her family and she plants a small vegetable and fruit garden in her backyard. Recently, she has a harvest of her tomatoes. because it's too much for her family to eat, she wants to trade her tomatoes with others.

Needs:

A platform that people can trade their garden products

Goals:

To trade the tomatoes for pears
To make more friends

Task Flow:

Post tomatoes

Choose Pear to Trade

Contact Owner

Make the Deal

SITEMAP

WORKFLOW

